















Jobs

(I'm going on a trip so I want to...)







-  Travel to a place that has the right weather for me
-  Go somewhere that allows me to use my desired travel method
-  Go somewhere that is possible within the time I have available
-  Go somewhere/in a period that is within my budget
-  Travel to a place where I can do the activities that I want to do
-  Find a destination that has a good deal for me / us






-  Go to a destination because of a special event
-  Make a plan of activities to do in my destination
-  Find the time period that offers the best value for money in my chosen destination
-  Have a clear idea on how much I am going to spend on my trip
-  Be sure it's the right place for me and there are no bad surprises
-  I want to enjoy the best weather for my destination





-  Book an accommodation that meets my needs
-  Get the best value for money on my accommodation

Information















needed





-  Weather in dest.
-  Available budget
-  Method of travel
-  Wanted activities
-  Available time
-  Deals






-  Optimal weather in dest.
-  Available budget
-  Transportation info
-  Detailed activities
-  Time period to go for best prices / deals









- For accommodations:
-  Facilities
-  Availability
-  Prices and deals
-  Location and prox. to activities

Pains

-  Not knowing where to go and every website expecting a destination input.
-  Some websites only show beaches, but that's not the kind of holiday I'm looking for.
-  Time consuming to find something at the right dates for a good price.
-  I'm not sure about the temperature at the end of the year at, for example, Portugal.
-  Trusting destination pictures published by TAs.
-  Hard to get all the information I need on a destination. Need to use different sources.
-  It's hard to get a sense and feeling of the place without being there.
-  Dates that don't match my needs
-  Getting promotions of places I would never go to
-  Recommendations for travelers with a profile that's different from my own
-  When I check the deal there's isn't much availability
-  When I check the deals the prices are not what they seemed
-  I expected to see properties within my price range
-  The prices are missing

-  Hard to get the best deal in the right period.
-  Hard to arrange detailed plans for a whole group
-  Time consumig to find places that match personal preferences
-  Finding local tips

-  Not knowing how much time to stay in each place
-  Urgency of finding a place to stay
-  Taking time from my trip to do research
-  Low availablity and high prices when booking on the go
-  Time consuming to define the route and how to get to each place

-  Comparing places and choose 1 without knowing them
-  Not knowing when is enough research (am I ready?)
-  Hard to get access to locals and local websites before travelling
-  Find information on properties about late check out and parking
-  Agree with travel companions
-  Time consuming to read reviews on properties to feel confident of quality
-  Fear of not finding something that fits needs
-  Find information about cancellation and other policies

-  Comparing properties on mobile devices is difficult

Touch points

Index (IDR, ISSR, articles etc.), EMK (marketing UFIs), City pages, Landing pages

SR, HP

HP, BS, Wishlist